

6161 6163

**FACTORS AFFECTING TOURISM ADVERTISEMENT EFFECTIVENESS
IN LIBYA**

Muhammed Ali Burmad

(801716)

UNIVERSITY UTARA MALAYSIA

2010

61
6161
7 63

FACTORS AFFECTING TOURISM ADVERTISEMENT EFFECTIVENESS IN LIBYA

DECLARATION

I agree and full responsible that this dissertation “Factors Affect Advertisement Effectiveness in Tourism in Libya” is fully done by me. I bear full responsibility for checking whether material submitted is subject to copyright or ownership right.

Muhamed Ali Burmad

(801716)

College of business

University Utara of Malaysia

06010 Sintok

Kedah Darul Aman.

April 2010

PERMISSION TO USE

In presenting this dissertation in partial fulfillment of the requirements for a postgraduate degree from Universiti Utara Malaysia, I agree that the Sultanah Bahiyah Library may take it freely available for inspection. I further agree that permission for copying of this dissertation in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor or in their absence, by the Dean of Research and Postgraduate (College of Business). It is understood that any copying or publication or use of this dissertation or parts thereof for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to Universiti Utara Malaysia for any scholarly use which may be made of any material from my dissertation.

Request for permission to copy or to make other use of materials in this dissertation, in completely or in part, should be addressed to:

Dean of Research and PostGraduate Studies
College of Business Universiti Utara Malaysia 06010
UUM, Sintok Kedah Darul Aman

ABSTRACT

Libya is a country with a rich heritage in terms of culture, archaeological and historical sites, and a long Mediterranean coastline of sandy beaches. Tourism has recently emerged as an important economic development option in Libya. Advertisers have long been interested in isolating stimulus factors and associated receiver reactions that affect advertising effectiveness. Advertising obviously depends on both the quality of the product being advertised and the quality of the ad itself. There is an unresolved debate about the relative merits of recall and recognition, two commonly used measures of ad effectiveness in tourism sector.

ACKNOWLEDGEMENT

I wish to first acknowledge and thank my thesis supervisor, Assoc. Prof. Dr. Ismail Lebai Othman, provided an excellent leadership, guidance and affection that helped me to complete my program of study with full dedication and peace of mind. Dominique involved me in this research problem in the first place. He taught me how to conduct literature review, write a proposal, develop methodology and remain persistent.

Finally, I express my deep sense of gratitude to my parents for their timely counseling and guidance. This has enriched my knowledge and has provided insight to overcome the hurdles on the way to complete this project.

TABLE OF CONTENTS

TITLE	I
DECLARATION	II
PERMISSION TO USE	III
ABSTRACT	IV
ACKNOWLEDGEMENT	V
CHAPTER ONE: OVERVIEW OF THE RESEARCH	
1.1 Background	1
1.2 Introduction	3
1.3 Problem statement	6
1.4 Objective	7
1.5 Research Question	8
1.6 Significant of the study	8
1.7 Organization of Chapters	8
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	9
2.2 Advertisement Effectiveness Theory in Tourism	11

2.3 Media Channel	13
2.4 Brand and Advertisement in Tourism	15
2.5 TV Media	16
2.6 Print Media for Tourism Destinations	17
2.7 Recognition and Recall	20
2.8 Product Positioning	21
2.9 Attractiveness	22
2.10 Brand Image	22
2.11 Conceptual Framework	24
2.12 Hypothesis	25

CHAPTER THREE: METHODOLOGY

3.1 Introduction	26
3.2 Research Design	26
3.3 Sample and Unit of Analyzing	27
3.4 The Sampling Method	27
3.5 Analysis Approach	27
3.6 Questionnaire Design	28
3.7 Data Collection	28
3.8 Data Analysis Technique	28
3.9 Descriptive Statistics	29
3.10 Reliability Test	29
3.11 Correlation Analysis	29

CHAPTER FOUR: FINDINGS

4.1	Introduction	29
4.2	Overview of Data Collected	30
4.3.	Demographic Profiles of Respondents	30
4.4	Analysis	32
	4.4.1 Reliability Test	32
	4.4.2 Descriptive Statistics	33
	4.4.3 Correlation Analysis	34
	4.4.4 Regression Analysis	36
	4.4.4.1 Awareness and Advertisement Effectiveness	36
	4.4.4.2 TOM and Advertisement Effectiveness	38
	4.4.4.3 Information and Advertisement Effectiveness	39
	4.4.4.4 Television and Advertisement effectiveness	40
	4.4.4.5 Print Media and Advertisement effectiveness	41
CHAPTER FIVE: DISCUSSION AND CONCLUSION		43

REFERENCES

APPENDICES

Appendix A Questionnaire

Chapter One

Introduction

1.1 Background of the Study

Libya has a vast and verity of sources of tourism all over the country (Huda A. Megerhi 2007) with its huge land area - about one million seven hundred and seventy thousand Sq. km. - is full with all that could excite the curiosity of the tourist. Blue skies and warm weather during the desert winter days are guaranteed (Nizar Abboud2004). Tourism as an international movement can contribute to the development of a global heritage awareness, and a better appreciation of our common values. And for that it is needed by the local private and government companies to participate in the development of the tourism (Hewison in Yale 1991). Our cultural and natural heritage is both irreplaceable sources of life and inspiration. They are our touchstones, our points of reference, our identity" (WHC 1996). Amount of attention has been given to the measurement of advertising effectiveness and media channel choice (Batra, Myers, and Aaker 1995; McWilliams and Crompton 1997; Woodside 1990).

The Libyan Government is one of the keys to tourism development, a complete contradiction to that of the essay statement, which I believe really has no ground to stand on. In this essay I will illustrate this point by showing the roles with which Libyan government plays within the community, and the importance it has to creating a successfully developed tourism product that maximizes the benefits for not only the residences of the community but the tourist himself.

Over the past forty years, trends in the tourism industry illustrate there has been evident growth on both a regional and global perspective. Because of this increase and growth of the industry it

The contents of
the thesis is for
internal user
only

Reference

- Ballman, G., J. Burke, U. Blank, and D. Korte (1984). "Toward Higher Quality Conversion Studies: Refining the Numbers Game." *Journal of Travel Research*, 22 (4): 28-33.
- Batra, R., J. G. Myers, and D. A. Aaker (1995). *Advertising Management*. 5th ed. Upper Saddle River, NJ: Prentice Hall.
- Bauer, R. A., and S. A. Greyser (1968). *Advertising in America Consumer View*. Boston: Harvard University Press.
- Bendixen, M. T. (1993). "Advertising Effects and Effectiveness." *European Journal of Marketing*, 27 (10): 19-32.
- Bojanic, D. C. (1991). "The Use of Advertising in Managing Destination Image." *Tourism Management*, 12 (4): 352-55.
- Burke, J. F., and R. Gitelson (1990). "Conversion Studies: Assumptions, Applications, Accuracy, and Abuse." *Journal of Travel Research*, 28 (3): 46-51.
- Butterfield, D. W., K. R. Deal, and A. A. Kubursi (1998). "Measuring the Returns to Tourism Advertising." *Journal of Travel Research*, 37 (1): 12-20.
- Cai, L. A. (1998). "Effects of Destination Advertising on Financial Returns: A Comparative Analysis of Two Inquiring Methods." *Journal of Hospitality Financial Management*, 6 (1): 61-73.
- Carey, J. (1997). "Interactive Television Trials and Marketplace Experience." *Multimedia Tools and Applications*, 5 (2): 207-16.
- Chauduri, A., and R. Buck (1995). "Media Differences in Rational and Emotional Responses to Advertising." *Journal of Broadcasting and Electronic Media*, 39 (1): 109-27.

- Colley, R. (1961). *Defining Advertising Goals for Measured Advertising Results*. New York: Association of National Advertisers.
- Fernandez, K. V., and D. L. Rosen (2000). "The Effectiveness of Information and Color in Yellow Pages Advertising." *Journal of Advertising*, 29 (2): 61-73.
- Holman, R. H., and S. Hecker (1983). "Advertising Impact: Creative Elements Affecting Brand Saliency." In *Current Issues and Research in Advertising*, edited by J. H. Leigh and C. R. Martin. Ann Arbor: University of Michigan Press, 157-72.
- Johnson, R. R., and D. J. Messmer (1997). "The Relationship between Inquiry and Visitation: What Is Conversion?" *Journal of Travel and Tourism Marketing*, 6 (2): 101-9.
- Krugman, H. E. (1969). "The Impact of Television Advertising: Learning without Involvement." *Public Opinion Quarterly*, 29: 349-56.
- Larkin, E. F. (1979). "Consumer Perceptions of the Media and Their Advertising Content." *Journal of Advertising*, 8 (2): 5-7.
- Lavidge, R. C., and G. A. Steiner (1961). "A Model for Predictive Measurements of Advertising Effectiveness." *Journal of Marketing*, 25:59-62.
- Maybury, M., W. Greiff, S. Boykin, J. Ponte, C. McHenry, and L. Ferro (2004). "Personalcasting: Tailored Broadcast News." *User Modeling and User-Adapted Interaction*, 14 (1): 119-44.
- McWilliams, G. E., and J. L. Crompton (1997). "An Expanded Framework for Measuring the Effectiveness of Destination Advertising." *Tourism Management*, 18 (3): 127-37.

- Messmer, D. J., and R. R. Johnson (1993). "Inquiry Conversion and Travel Advertising Effectiveness." *Journal of Travel Research*, 31 (4): 14-21.
- Mok, H. M. (1990). "A Quasi-experimental Measure of Effectiveness of Destinal Advertising: Some Evidence from Hawaii." *Journal of Travel Research*, 29 (1): 30-34.
- Nylen, D. W. (1986). *Advertising: Planning, Implementation, and Control*. West Chicago, IL: South-Western.
- Pechmann, C., and D. W. Stewart (1990). "The Development of a Contingency Model of Comparative Advertising." Working paper no. 90108. Cambridge, MA: Marketing Science Institute.
- Petty, R. E., J. T. Cacioppo, and D. Schumann (1983). "Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement." *Journal of Consumer Research*, 10 (2): 135-46.
- Siegel, W., and W. Ziff-Levine (1990). "Evaluating Tourism Advertising Campaigns: Conversion vs. Advertising Tracking Studies." *Journal of Travel Research*, 28 (3): 51-55.
- Silberman, J., and M. Klock (1986). "Alternative to Conversion Studies for Measuring the Impact of Travel Ads." *Journal of Travel Research*, 24(4): 12-16.
- Travel Industry Association of America (TIA) (2001). *2000-2001 Survey of U.S. State & Territory Tourism Offices*. Washington, DC: Travel Industry Association of America. (2004, January 16). "Economic Research: Economic Impact of
- Wang, C., P. Zhang, R. Choi, and M. D'Eredita. (2002). "Understanding Consumers Attitude toward Advertising." *Eighth Americas Conference on Information Systems*, 1143-48.

- Weilbacher, W. M. (2003). "How Advertising Affects Consumers." *Journal of Advertising Research*, 43 (2): 230-34.
- Wober, Karl, and D. R. Fesenmaier (2004). "A Multi-Criteria Approach to Destination Benchmarking: A Case Study of State Tourism Advertising Programs in the United States." *Journal of Travel and Tourism Marketing*, 16 (2/3), 1-18.
- Woodside, A. G. (1990). "Measuring Advertising Effectiveness in Destination Marketing Strategies." *Journal of Travel Research*, 29 (2): 3-8.
- Woodside, A. G., and C. Dubelaar (2003). "Increasing Quality in Measuring Advertising Effectiveness: A Meta-Analysis of Question Framing in Conversion Studies." *Journal of Advertising Research*, 43 (1): 78-85.
- Woodside, A. G., and D. M. Reid (1974). "Tourism Profiles versus Audience Profiles: Are Upscale Magazines Really Upscale?" *Journal of Travel Research*, 12(4): 17-23.
- Woodside, A. G., and M. Y. Sakai (2003). *Meta-Evaluation*. Chicago: Sagamore.